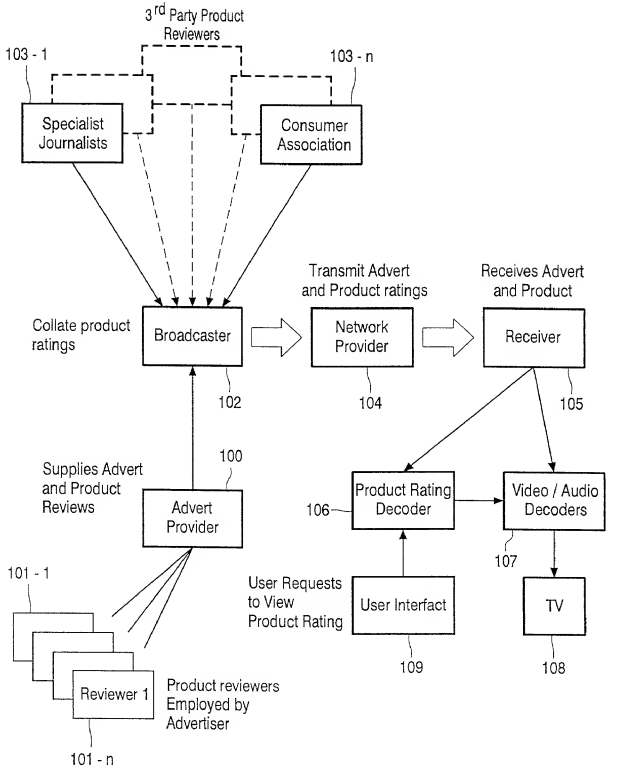
3rd Party Product Reviewers
103 - 1
103 - n
Specialist Journalists
Consumer Association
Transmit Advert and Product ratings
Receives Advert and Product
Collate product ratings
Broadcaster
Network Provider
Receiver
102
104
105
100
Supplies Advert and Product Reviews
Advert Provider
106
Product Rating Decoder
Video / Audio Decoders
107
101 - 1
User Requests to View Product Rating
User Interfact
TV
109
108
Reviewer 1
Product reviewers Employed by Advertiser
101 - n

FIG. 1

```
< Product Rating >
< ReviewerID = " 001 " Name = " Joe Blogs " >
< AdvertID = " upi:meridan:0147 ", Title = " hedgetrimmers " >
< Rating = " 7 " >
< Comments >
This is is a fine example of a hedge trimmer ....
< \ Comments >
< \ Product Rating >
```

FIG. 2

```
< Product Rating >
< ReviewerID = " 001 " Name = " Joe Blogs " >
< AdvertID = " upi:meridan:0147 ", Title = " hedgetrimmers " >
< RatingLoc = "http:\\www.which.com\JoeBlogs\hedgetrimmer>
< \ Product Rating >

< Product Rating >
< ReviewerID = " 002 " Name = "TradingStandardsAgency " >
< AdvertID = " upi:meridan:0147",Title = " hedgetrimmers " >

< RatingLoc = "http:\\www.tradindstandards.gov\hedgetrimmer >
< \ Product Rating >
```

FIG. 3

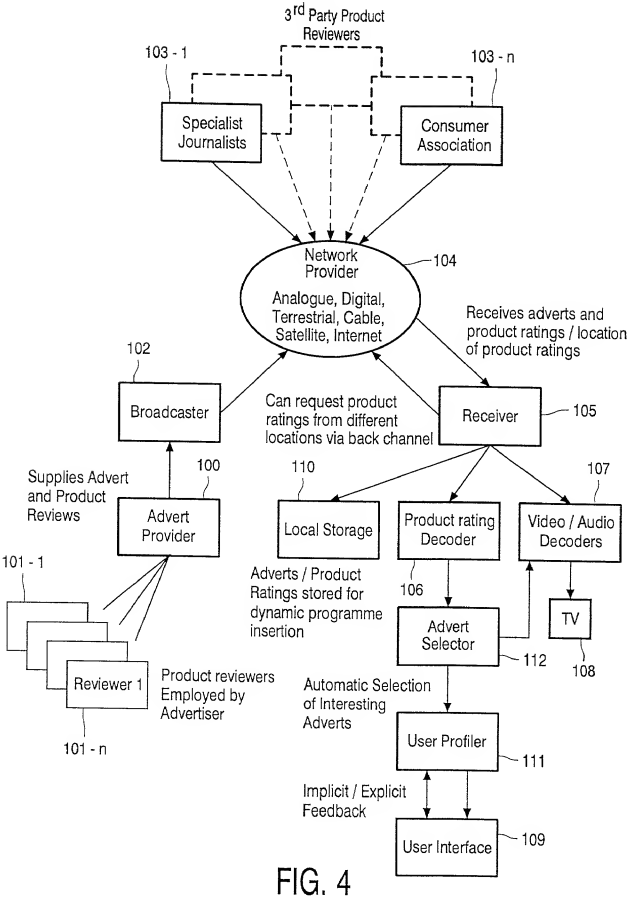
3rd Party Product Reviewers
103 - 1
103 - n
Specialist Journalists
Consumer Association
Network Provider
104
Analogue, Digital, Terrestrial, Cable, Satellite, Internet
Receives adverts and product ratings / location of product ratings
102
Broadcaster
Can request product ratings from different locations via back channel
Receiver
105
Supplies Advert and Product Reviews
100
Advert Provider
110
Local Storage
Product rating Decoder
107
Video / Audio Decoders
101 - 1
Adverts / Product Ratings stored for dynamic programme insertion
106
Advert Selector
TV
112
108
Reviewer 1
Product reviewers Employed by Advertiser
101 - n
Automatic Selection of Interesting Adverts
User Profiler
111
Implicit / Explicit Feedback
User Interface
109

FIG. 4